

Subject: How to talk to your neighbors

From: "Natali Gracia, Neighborhood Council leader" <Natali@everyoneinla.org>

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To: mike@wilshirecenter.com



Southern California is such a vast, diverse region that it can feel like our neighbors even a mile away are living in a different world. But these are the same neighbors who are deciding what to do about our homelessness crisis — and we need them on our side.

That's why we're asking you to share these facts with the folks who live nearby.



It's been said before, but it bears repeating: We're not going to end homelessness unless everyone is in to help. That includes your friends, neighbors, and local business owners. They may all come from vastly different backgrounds, but we need their combined political will to drive change from the ground up.

Thankfully, the statistics are on our side.

We know that 90 percent of Angelenos believe they have a responsibility to help their homeless neighbors. And we have a historic, \$5 billion opportunity to do just that. To the penny-pincher, we can state with authority that helping

just one person into housing saves \$25,000 a year in medical and other services. And for those worried that building supportive housing will negatively affect their neighborhoods, we can point to studies showing definitively that these buildings can raise property values.

Folks who are against building supportive housing like to trot out all sorts of theories, like the idea that homeless people come here for the nice weather. But we know that the root cause of L.A.'s homelessness problem isn't the sunshine — it's the fact that wages haven't kept up with rising rents.

Most importantly, we know that supportive housing is 90 percent successful at ending chronic homelessness.

Ultimately, if we want to end homelessness, we need a group of activated, engaged citizens to demand it. That starts block by block, neighborhood by neighborhood, person by person. Teach your neighbors how to hold our political leaders accountable and encourage them to drive the kind of change that will transform our city for the better.



Everyone In | info@everyoneinla.org | Los Angeles, CA 90021

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